

Campaign History



Building a Powerful Voice in South Los Angeles

Our First Campaign



Rebuild LA Without Liquor Stores!

1992

The Problem

- Residents terrified, prisoners in their own homes
- Crack Cocaine epidemic at its height in South Los Angeles

Campaign Issue Development

- In 1991, Community Coalition surveyed over 1,500 neighborhood residents on what to do about the drug epidemic
- Overwhelming majority expressed concern about their corner liquor stores

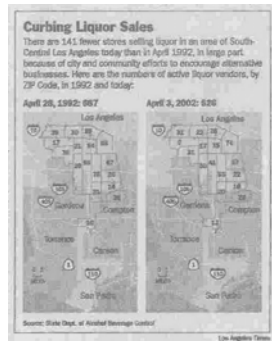
What are these alcohol outlets like?

- Mostly liquor stores, not sit-down restaurants
- Sell cheap, high potency alcohol (e.g., malt liquor and fortified wine)
- Sell single cans and distribute free cups of ice (encouraging open bar type atmosphere around the store where people loiter, drink and use drugs)
- Sell single cigarettes
- Sell drug paraphernalia
- Open late hours
- Often sell to minors

The Research

Before 1992 Civil Unrest:

- South LA had 780 alcohol outlets for 600,000 residents
- Compare that to 280 alcohol outlets for 1.2 million residents in the state of Rhode Island
- South LA had more alcohol outlets than 13 different states



Community Coalition Takes Action:

What did the Coalition do?

- Collected 35,000 signatures to prevent elimination of public hearings prior to permitting liquor outlets to rebuild
- Supported L.A. city council member Rita Walters in authoring legislation to prevent liquor stores and motels from being rebuilt without hearing process
- Residents attended and gave testimony at hundreds of public hearings

Victory

What did we win?

- Prevented rebuilding of over 150 liquor stores burned down after 1992 civil unrest
- Supported the conversion of 44 former liquor stores into new non-alcohol related businesses
- Blocked the Horcher Bill in the CA legislature – residents organized mobilization to Sacramento to testify against this alcohol industry backed measure
- Intervened as 'real parties in interest' in state court to defend the right of local governments to make land use decisions through a public hearing process on whether a new alcohol outlet can open in the community, winning a decision that was ultimately upheld by the CA Court of Appeal and CA Supreme Court



Public Safety Campaign

1996

Victory

What did we win?

- Closure of Trojan Motel
- Closure of New Raywood Motel
- Closure of Lucky Liquor (Ranch Market now in its place)
- Conversion of Adlong's into market without liquor
- Conversion of B&O into market without liquor



The Problem

- Lack of basic necessities for a healthy community
- Severe lack of economic development

Campaign Issue Development

- GROW members went door to door and surveyed hundreds of members and found that 40% shop for their needs outside the community
- They also said they wanted more grocery stores, banks, restaurants, youth recreation centers and schools

The Research

- Meat sold at Ralph's grocery stores in South LA is often green and spotted, while produce is often wilted (members documented this with photographs and made comparisons to products sold in Ralph's stores in West L.A.)

Community Coalition Takes Action:

What did the members do?

- Protested Ralph's on Western and Manchester in South L.A.
- Met with Ralph's managers
- Met with Ralph's executives and L.A. County Health officials



Victory

What did we win?

- Meat stored at lower temperatures
- Fresher meat and produce at the Ralph's markets on Manchester
- Cleaner facilities
- Ralph's management responsive to GROW members' needs
